

Fig. 1

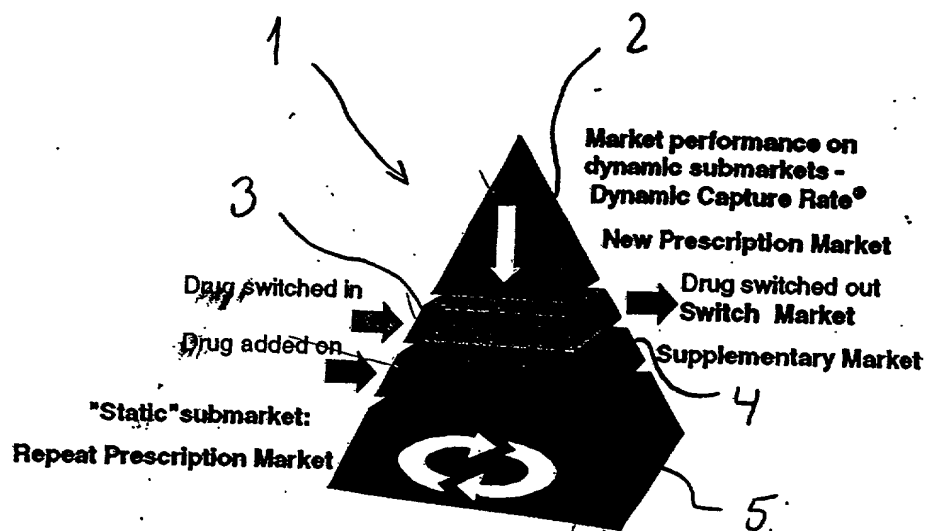
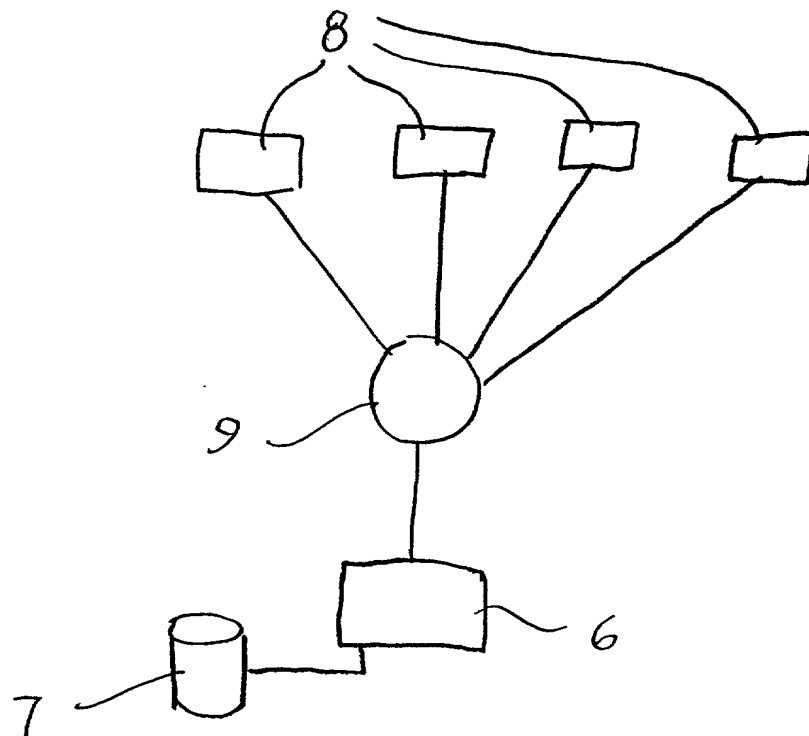
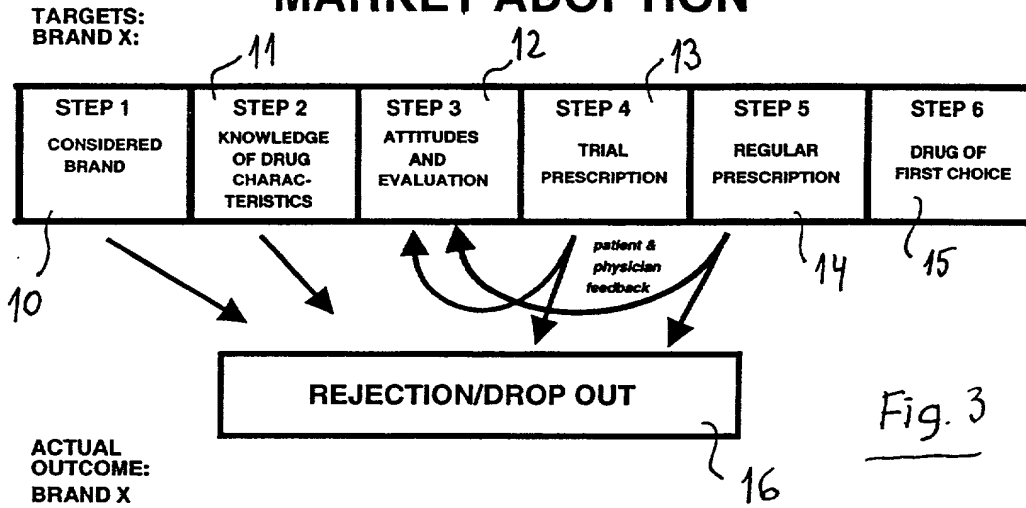


Fig. 2



MARKET ADOPTION



Adoption of the Main Agents in the UK GPs Depression Market, May 2000

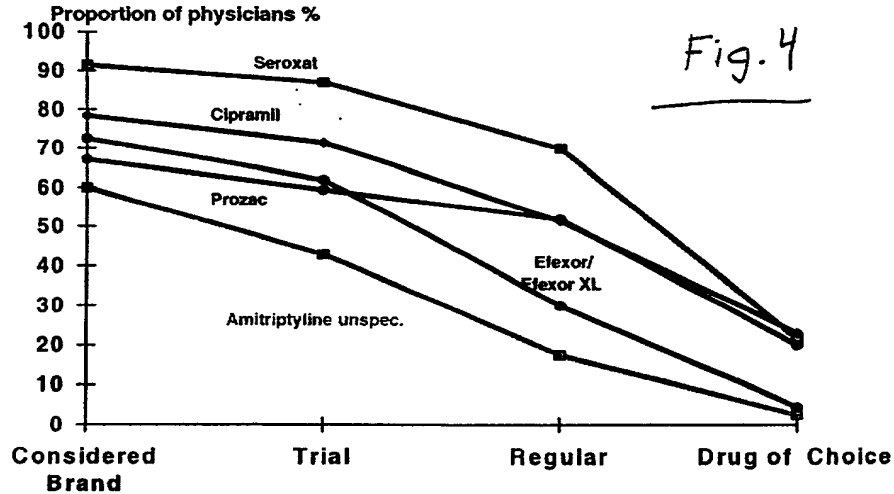
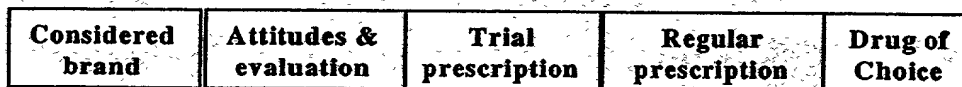


Fig. 6



Radar Dynamics® - The Approach

Marketing input - Radar Detailing Rate TM



Market adoption - Radar Adoption Rate TM

Market performance - Dynamic Capture Rate [®]

Rationales for brand choice

Impact of detailing - Radar Marketing Productivity TM

